

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Serial No.:	09/998,111	Conf. No.:	4393
Filing Date:	11/30/2001	Art Unit:	3622
Applicant:	Hubbard et al.	Examiner:	Duran, Arthur D.
Title:	SYSTEM AND METHOD FOR PRESENTING MARKETING CONTENT ON A WEB PAGE	Docket No.:	CA920000060US1 (TBMR-0111)

## COMMISSIONER FOR PATENTS


DESTINATION FACSIMILE NUMBER: 571-273-8300

Transmitted herewith is: **Request for Reconsideration in 24 pages**  
in the above identified application.

## CERTIFICATION OF FACSIMILE TRANSMISSION

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**Reply under 37 CFR 1.116  
Expedited Procedure  
Technology Center 3600**

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REQUEST FOR RECONSIDERATION**

Sir:

This paper is being filed in response to the Final Office Action dated August 23, 2005.

Please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 17 of this paper.

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